

## South-West *Build Wisconsin* Regional Workshop Small Group Record

Small Group Double Red \_\_\_\_\_ (color)

Facilitator Anna Schramke \_\_\_\_\_

Recorder-Reporter \_\_\_\_\_

### **Top 10 responses to the question: “What can the State do to foster economic growth in your region?”**

Priority response #1 (votes: 5 ) Develop a communication network to connect resources.

Priority response #2 (votes: 4 ) Identify and market the state’s competitive advantages.

Priority response #3 (votes: 3 ) Educate the public regarding Economic and community development.

Priority response #4 (votes: 2 ) Develop and improve transportation resources including high speed rail, mass transit, bike routes, etc.

Priority response #5 (votes: 1 ) Facilitate regional image development

Priority response #6 (votes: 0 ) Funding for historic preservation activities, economic development, planning, etc.

Priority response #7 (votes: 0 ) Maintain quality of life.

Priority response #8 (votes: 0 ) Preserve local ownerships of companies.

Priority response #9 (votes: 0 ) Assist in coordination of federal funding ap.

Priority response #10 (votes: 0 ) Make sure funding is spread throughout state. Support planned developments for seniors—Highend mobile home parks.

## **“Actions Necessary to Achieve our Ideas” Exercise**

“If we want to accomplish this [priority issue #1], what does “the State” (as defined earlier) have to do now?”

### **Priority Issue #1 Communication Network**

Responses to the question: “If we want to accomplish this [priority issue], what does “the State” (as defined earlier) have to do now?”

- \*Designate a lead agency to coordinate resources. Either a new agency or someone out of governor” office

- \*Develop a central clearinghouse for information. Grants, legislation, website assistance, resources/contacts, and funding.

- \*Identify integrated industry cluster experts, by cluster—must be able to access all resources of the industry cluster.

- \*Develop boiler plate state website to build from for region and then individually.

- \*Build a website based on industry clusters that would be linked to local websites with consistent content and themes.

### **Priority Issue #2 Identify and market the state’s competitive advantages.**

Responses to the question: “If we want to accomplish this [priority issue], what does “the State” (as defined earlier) have to do now?”

- \*Assist regions in building market plans—based on local strengths and state clusters.

- \*Build a statewide marketing plan around clusters and assets. “Who do we want to be?” What is the long term vision of the state?

- \*Communicate results of marketing to regions.